

Exhibit 4
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10 HISTORIC MOUNTAIN LIKE MOMENTS

MOUNTAIN
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ACTION

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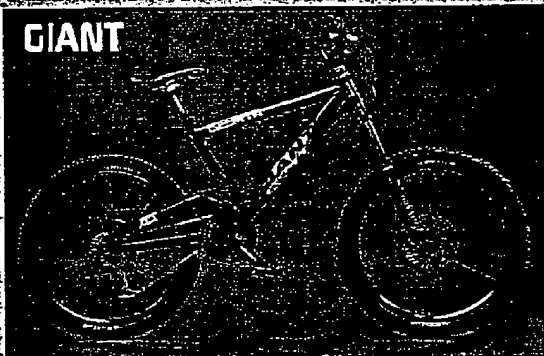
MOUNTAIN BIKE ACTION

www.mbaction.com

SEPTEMBER 2002

5 BIKE SHOOTOUT

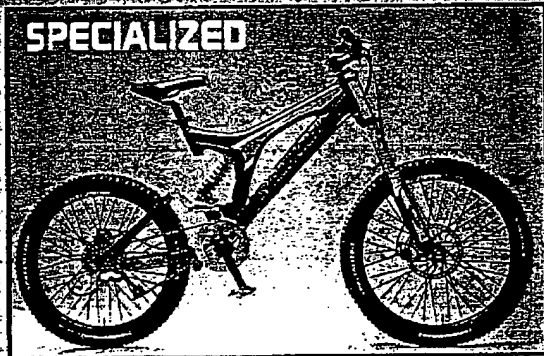
GIANT



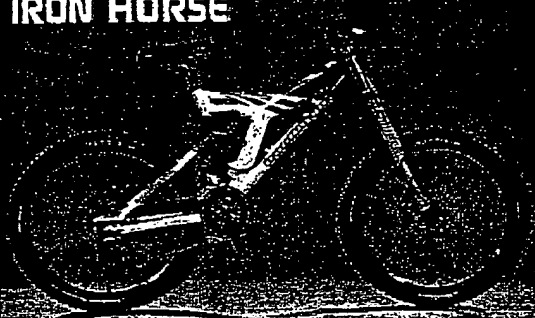
KONA



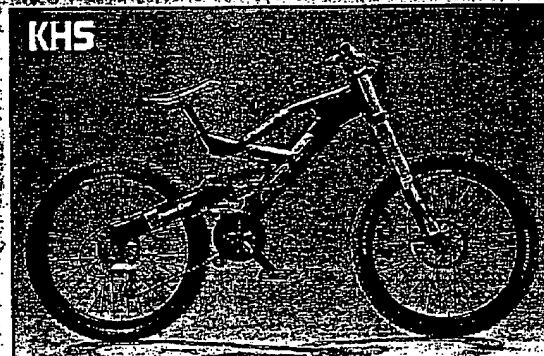
SPECIALIZED



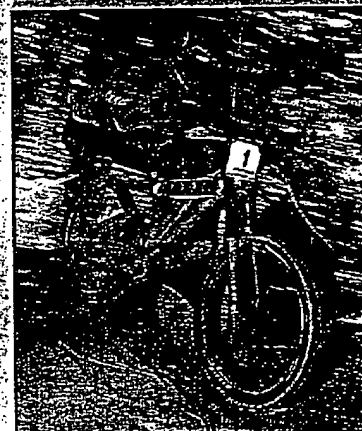
IRON HORSE



KHS

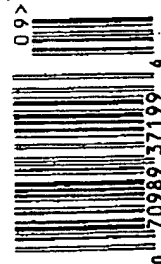


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INSIDE SECRETS OF
A FACTORY RIDER
FREE FORKS INSIDE

quick releases

RACEFACE DIABOLUS STEM

Raceface has recently given up on their old "one stem to fit all" approach. That's a great idea, because there's a huge difference between a rider who counts every gram so he can sprint his way up the longest hill on the race course and the guy who pushes up the side of a mountain with his eight-inch travel downhill bike to drop ten foot cliffs to fat. The Dues will be their new line of cross-country stems, while the Diabolus stems will be for the hardcore downhill/freeride set. The Diabolus is made from 6061 aluminum. The 50mm model only weighs 250 grams and Raceface claims it is the stiffest stem they've ever tested. Their design staff put a lot of work into the Diabolus to create a stem with "herculean" strength that never reached their testing machine's failure point. Both models come in a ten-degree rise and are available in 50 or 70mm lengths in black or silver for \$79.95. A four-bolt faceplate makes for easy bar swaps, while the flame graphics give it a cutting edge look. This should also be one of the first models to be offered in the new 1.5-inch steerer standard in the near future. Give Raceface a call at (800) 527-9244.

POLAR DESIGNS BI-POLAR COOLING SYSTEM

Water always tastes good when it's cold. Polar Design has come up with a system that should keep your water cool for hours and can keep your water from freezing during long winter rides. The system features a non-toxic gel built into the back of either a 70- or 100-ounce reservoir. The bladder is made of a medical grade material called CXC. They claim that it will eliminate the plastic taste common in so many hydration systems. The gel freezes in about two hours but never hardens. Polar Designs makes the hose cover that keeps fluid cool on the way to your mouth. Polar Designs includes their new no-leak, no-drip, high-flow bite-mat valve. This kit should make a great upgrade for any hardcore summer cyclist. The 70-ounce kit costs \$34.95 and the larger 100-ounce model goes for \$39.95. Give Polar Designs a call to find out where your nearest stocking dealer is located, (866) 426-9058.

THE CONNEX SADDLE

This is the newest product from the mind of Toby Henderson over at THE Connex. The Connex seat has a vinyl cover that's available in either red or carbon. The foam is soft and the body is relieved underneath the seat to make it friendlier towards your more sensitive parts on long rides. The cover should keep it looking new with a quick cleaning. Titanium rails damp vibration, add a measure of durability and make it a lightweight cross-country upgrade at only 255 grams. You can pick up a Connex seat for only \$49. Give Serfas a call at (800) 424-0047 to find one.

BLACKSPIRE BADGER SERIES CRANKS

It seems that the burly crank war is on. While most of the competition has jumped to three-piece tubular chromoly designs, Blackspire has continued to develop their more traditional forged 7075-T6 aluminum crank into the burly oversized Badger series cranks shown here. Located in Delta (a suburb of Vancouver, Canada) Blackspire has access to some of the most aggressive and technical riding on the planet for product testing. If the Badger cranks can hold up to abusive North Shore test riders, this might be the last downhill/freeride crankset you ever buy. The Badger series is available in multiple kits with rings in 110, 104 and 94mm bolt patterns or as downhill-arms-only in 165, 170 and 175mm lengths. The DH 5-bolt cranks shown here weigh in at 20 grams without a chainring and go for \$222. The two-ring kit with bashguard and arms weighs 817 grams and is \$300 American. It's very important to note that the entire Badger series is only compatible with Shimano-splined bottom brackets (either XT or LX not XTR). If you already have a stock Shimano BB, you're set. If not, make sure to order one from your dealer when you get your Badgers. Give Blackspire a call up in Canada at (800) 332-1441.

BRIKO DUO L2 JERSEY

Most people think of Briko as the company that makes those "bug-like" performance cycling glasses. They also make a new line of cycling wear that appeals to everyone from hardcore roadies to the more subdued freeride set. Basically the Duo L2 is their new color-long sleeved summer cycling jersey. It features soft, lightweight and ultra-breathable Max Dry fabric that was designed to quickly wick moisture away from your body. It comes in Camo/Black, Deep Blue/Red, Yellow/Black, Cornflower/Red, Red/Red and Royal/Red colors. The Duo jersey has a zipper elastic on the bottom of the hem, a reflecting fabric label, an invisible front zipper and a zipperless pocket for 50% in size, small through extra extra large. If you have any questions give Briko a call at (800) 462-7456.